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ABSTRACT

This book presents practical skills for successful instructional design. Maintaining a balance between theory and application, it offers a flexible model that can be adapted for use in many settings. Examples are presented from business, higher education, and K-12 education. The 15 chapters are: (1) "Introduction to the Instructional Design Process"; (2) "Identifying the Need for Instruction"; (3) "Learner and Contextual Analysis"; (4) "Task Analysis"; (5) "Instructional Objectives"; (6) "Designing the Instruction: Sequencing"; (7) "Designing the Instruction: Strategies"; (8) "Designing the Instructional Message"; (9) "Developing Instructional Materials"; (10) "The Many Faces of Evaluation"; (11) "Developing Evaluation Instruments"; (12) "Using Evaluation to Enhance Programs: Conducting Formative and Summative Evaluations"; (13) "The Role of the Instructional Designer"; (14) "Planning and Project Management"; and (15) "Planning for Instructional Implementation." A sample project is offered at the end of each design chapter. Two appendixes present sample instructional design documentation and a sample instructional unit. Microsoft[R] Project CD-ROM is included. (Chapters contain references.) (SM)

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